

CLAIM AMENDMENT SHEET

What is claimed is:

1. (Original) An improved Internet Directory System, comprising:
 - at least one upper-level Directory Provider (DP), providing a directory of at least upper-level fields and/or super-categories and categories, and referencing a plurality of independently owned (from each other and from the Directory Provider) for-profit Category Directory Websites (CDWs);
 - the plurality of CDWs each providing at least a lower level directory referencing websites (WSs) relating to a category;
 - the CDWs being identified as Category Directory Websites participating in the System by at least a mark or a URL portion; and
 - a business model imposed on at least the CDWs.
2. (Original) The System of claim 1 wherein the business model includes standards of operation imposed on the plurality of CDWs by the System.
3. (Original) The System of claim 2 wherein a standard of operation includes professional management.
4. (Currently Amended) The System of claim 2 wherein a standard of operation includes ~~at least one of~~ organization and comprehensiveness.
5. (Original) The System of claim 2 wherein a standard of operation includes up-to-dateness.
6. (Currently Amended) The System of claim 2 wherein a standard of operation, imposed on at least a subset of CDWs, includes a CDW offering users web sites at least one of an option to move to a secure site to negotiate a purchase and an organization of pertinent comparative data on a subject within the category.
7. (Original) The System of claim 1 wherein the business model includes charging at least some WSs for being referenced.
8. (Currently Amended) The System of claim 1 wherein the business model includes at least some WSs being charged for at least one service offered by ~~the System~~ a CDW.
9. (Original) The System of claim 1 wherein the business model includes a participating CDW providing advertising space on its site.
10. (Currently Amended) The System of claim 1 wherein the business model includes a CDW promoting, by advertising, at least one of its ~~category and~~ referenced websites.
11. (Original) The System of claim 1 wherein the business model includes at least one advertising/promotion firm that provides advertising/promotion for a category and/or a CDW site substantially in return for advertising space on a CDW site.

12. (Original) The System of claim 1 wherein the business model includes offering webpage enhancement services at a volume discount.
13. (Original) The System of claim 1 wherein the business model includes substantially
10 funding operation of a CDW by payments from WSs.
14. (Currently Amended) The System of claim 1 wherein the business model includes selection of categories ~~for~~ by CDWs large enough to support a website and small enough to be managed according to the business plan.
15. (Currently Amended) The System of claim 1 wherein the business model includes
15 contracting by at least one DP with a plurality of CDWs to secure a comprehensive listing of CDWs.
16. (Original) The System of claim 1 wherein the URL portion comprises a TLD.
17. (Currently Amended) The System of claim 16 wherein the URL portion comprises a TLD unique to CDWs ~~and DPs~~ in the system.
18. (Currently Amended) The System of claim 1 ~~that~~ wherein the business model includes at
20 least one cutting edge technology cost effectively offered to appropriate referenced WSs.
19. (Original) The System of claim 1 wherein the plurality includes hundreds.
20. (Original) The System of claim 1 wherein the Directory Provider comprises an ISP or Search Engine.
21. (Original) The System of claim 1 wherein 1) the category and 2) at least one field and/or
25 super-category are both more than simply geographic.
22. (Original) A method for providing an Internet Directory System, comprising:
organizing an independent for-profit directory website to reference websites within a category;
30 participating in an Internet Directory System by said directory website by contracting to be referenced as one of a plurality of Category Directory Websites (CDW) on at least one independent upper-level Directory Provider's (DP) upper-level directory of at least fields and/or super-categories and categories, the upper-level directory referencing the CDWs;
adopting a URL portion or a mark identifying said directory website as a participating
35 Category Directory Website; and
abiding by a System business model imposed on said Category Directory Websites.
23. (Original) The method of claim 22 wherein the business model includes standards of operation.
24. (Currently Amended) The ~~System~~ method of claim 22 wherein the URL portion comprises
40 a TLD.
25. (Currently Amended) The ~~System~~ method of claim 22 wherein the URL portion comprises a TLD unique to CDWs ~~and DPs~~ in the system.

26. (Currently Amended) The ~~System~~ method of claim 22 wherein the business model includes offering at least one cutting edge technology cost effectively to appropriate referenced WSs.
27. (Currently Amended) The ~~System~~ method of claim 23 wherein a standard of operation
10 includes professional management.
28. (Currently Amended) The ~~System~~ method of claim 23 wherein a standard of operation includes ~~at least one of~~ organization and comprehensiveness.
29. (Currently Amended) The ~~System~~ method of claim 23 wherein a standard of operation includes up-to-dateness.
30. (Currently Amended) The ~~System~~ method of claim 22 wherein the business model includes
15 providing advertising space on a CDW site.
31. (Currently Amended) The ~~System~~ method of claim 22 wherein the business model includes promoting at least one of a site ~~and a category~~ by advertising.
32. (Currently Amended) The ~~System~~ method of claim 22 wherein the Directory Provider
20 includes an ISP and/or a Search Engine.
33. (Currently Amended) The ~~System~~ method of claim 22 wherein the business model includes providing advertising promotion for a CDW site in return for receiving advertising space on a CDW site.
34. (Currently Amended) The ~~System~~ method of claim 22 wherein the business model includes,
25 for at least a subset of CDWs, offering users web sites at least one of an option to move to a secure site to negotiate a purchase and an organization of pertinent comparative data on a subject within the category.
35. (Currently Amended) The ~~System~~ method of claim 22 wherein the business model includes charging at least some websites for at least one service such that a profit is made.
36. (Currently Amended) The ~~System~~ method of claim 22 wherein (1) the category and (2) at
30 least one field and/or super-category are both more than simply geographic.
37. (New) The system of claim 1 wherein the business model includes minimal standards for websites to be included in a directory, for updating website references including adding new websites and for deleting no longer viable websites and standards for certain quality of
35 presentation for participating websites.
38. (New) The system of claim 1 wherein the business model includes the CDW being substantially funded through an offer of enhanced listings and value added services, including cutting-edge technology where appropriate, to web sites, such services tailored to a category and specifically designed to attract and retain viewers.
39. (New) The method of claim 22 that includes the upper level fields and/or super-categories
40 being organized to contain CDWs which pay the DP to be listed in one or more fields, the fee based on a number of web pages hosted or linked to the CDW.

40. (New) The method of claim 22 that includes the CDWs contracting with an advertising/promotion firm for design, marketing and/or promotional services to be provided at no cost to the CDW while the advertising/promotional firm sells advertising spots on the CDW and collects the revenue generated.

41. (New) The system of claim 19 wherein the plurality includes thousands.

42. (New) The method of claim 22 that includes the CDWs providing lists of business and/or web pages within their category and organizing those lists into sub-categories.

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